

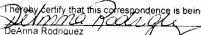
**PATENT**

**REPLY UNDER 37 CFR 1.116 - EXPEDITED PROCEDURE -**  
**TECHNOLOGY CENTER 3600**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of : Customer Number: 33401  
: :  
JANSEN, Michael E. : Confirmation Number: 5159  
: :  
Application No.: 10/710,413 : Group Art Unit: 3688  
: :  
Filed: July 08, 2004 : Examiner: VANDERHORST, Maria Victoria  
: :  
For: MOTION PICTURE THEATER AND ASSOCIATED PROMOTION

**CERTIFICATE OF ELECTRONIC TRANSMISSION**

I hereby certify that this correspondence is being electronically-transmitted to the United States Patent and Trademark Office on March 5, 2010.  
  
DeAnna Rodriguez

**SUMMARY OF EXAMINER INTERVIEW**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir/Madam:


Applicant thank Examiners Maria Victoria Vanderhorst and Lynda C. Jasmin for the time which they spent discussing the outstanding office action with Applicant and his attorney Marc E. Brown on March 15, 2010 over the telephone.

Distinctions between claim 29 and the applied references were discussed. The examiners indicated that they would give further consideration to the points that were

raised. Applicant and his attorney would welcome the opportunity to have a further conference if any questions remain.

Respectfully submitted,

McDERMOTT WILL & EMERY LLP



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**Date: March 15, 2010**

**Please recognize our Customer No. 33401  
as our correspondence address.**